

PGA TOUR, INC – WAKEFIELD PLANTATION

Raleigh, North Carolina

RCLCO was retained to “market test” the client’s assumptions relative to the depth of the market for a private TPC golf facility at Wakefield Plantation. More specifically, the client had asked us to prepare an analysis of supply/demand conditions in the market and their bearing on your planned facility, in terms of potential membership absorption, price/positioning, and supportable annual rounds. In addition, the client requested us to render an opinion on the proposed unit mix, sales pricing, and absorption forecasts for the residential portions of the Wakefield Plantation.

With the above in mind, the objective of this assignment has been to engage in the essential research and analytical tasks necessary to verify the level of opportunity that this project represents, in terms of the specific parameters described earlier. We began by examining the client’s assumptions concerning quality, price/positioning, membership program, club facilities, and anticipated annual rounds, and have market-tested those assumptions in the course of this engagement. We have engaged in the following research and analytical activities, so that the probability of the client’s assumptions being attainable could be determined:

- Evaluated the supply of competitive golf course facilities, with regard to location, quality, membership program, membership absorption, capacity, annual rounds, and other relevant competitive measures of supply;
 - Forecasted the underlying demographic support and demand for golf memberships and rounds in the market generally and at the subject site specifically;
 - Attempted to validate client’s assumptions relative to anticipated revenues and rounds in light of our findings, and recommend adjustments as indicated;
- Based on our knowledge of the Raleigh residential market, we have commented on the reasonableness of the pricing, mix, and anticipated absorption of residential product proposed for Wakefield Plantation;
 - Summarized our findings, conclusions, and recommendations in a report.